

## Message Text

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PAGE 01 PRAGUE 00133 201246Z

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /051 W

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R 201018Z JAN 75

FM AMEMBASSY PRAGUE

TO SECSTATE WASHDC 7504

USDOC WASHDC

INFO AMEMBASSY VIENNA

UNCLAS PRAGUE 0133

COMMERCE FOR BEWT/TPD (THOMPSON)

VIENNA FOR USEWTC

E.O. 11652: N/A

TAGS: BEXP, ETRD, CZ

SUBJECT: LIKELY EFFECTS OF LONG-GRAVEL AMENDMENT ON  
TRADE PROMOTION IN CZECHOSLOVAKIA

REFS: A. PRAGUE 0073

B. STATE 3246

C. PRAGUE 006

1. EMBOFFS RAISED QUESTION OF U.S. PARTICIPATION IN LIGHT OF  
LONG-GRAVEL AMENDMENT AT BRNO ENGINEERING FAIR NEXT  
SEPTEMBER WITH JAROSLAV MERCL, U.S. DESK OFFICER AT  
MINISTRY OF FOREIGN TRADE, A FEW DAYS AGO. MERCL SAW NO  
DIFFICULTUES WITH U.S. PLANS TO EXHIBIT AT FAIR AGAIN IN 1975  
AND IN FACT OFFERED SEVERAL SUGGESTIONS TO ASSIST EMBASSY  
IN COLLECTING NECESSARY MARKET DATA ON PRODUCT CONTROL  
EQUIPMENT FOR SUBMISSION TO USDOC BY JANUARY 31.

THROUGHOUT CONVERSATION MERCL PUSHED LINE THAT SO FAR AS  
LONG-GRAVEL AMENDMENT TO TRADE ACT OF 1974 WAS CONCERNED,  
CZECHSOLOVAK GOVERNMENT CONSIDERED BALL TO BE FIRMLY IN U.S.  
COURT. MERCL POINTED TO JANUARY 2 ARTICLE IN RUDE RPVAO  
(REFTEL C) AS DEFINITIVE STATEMENT OF HIS GOVERNMENT'S POSITION

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PAGE 02 PRAGUE 00133 201246Z

ON MATTER, ESPECIALLY LAST PARAGRAPH IN WHICH POINT IS MADE

THAT FOR THEIR PART CZECHS WILL CONTINUE TO STRIVE TO REMOVE OBSTACLES TO IMPROVEMENT OF RELATIONS WITH U.S. ON GROUNDS THAT FUTURE DEMANDS GROWTH RATHER THAN STAGNATION IN THESE RELATIONS. ARTICLE STATES THAT CZECHS HAVE DONE ALL POSSIBLE TO IMPROVE RELATIONS, NOW IT IS U.S.'S TURN TO DO SAME.

2. AS TO PROPOSED THEME FOR USATECH EXHIBIT AND ITS RELATION TO PRODUCT THEME OF FAIR, MERCL EXPLAINED THAT FAIR THEME HAD NO AFFECT WHATSOEVER ON RELATIVE TREATMENT OF FIRMS EXHIBITING AT BRNO. HE DISMISSED IMPRTANCE OF FIAR PRODUCT THEME AS BEING LARGEY PROMOTIONAL VEHICLE FOR FAIR ITSELF RATHER THAN FOR INDIVIDUAL EXHIBITORS. IN MERCL'S VIEW, A U.S. EXHIBIT WHICH FEATURED PROCESS CONTROL EQUIPMENT OF LATEST TECHNOLOGY AND INCORPORATING SIGNIFICANT LABOR-SAVING FEATURES WOULD BE SUCCESSFUL, PARTICULARLY IF EQUIPMENT HAD APPLICATION IN ELECTRONIC, METALLURGICAL, AND ENGINEERING INDUSTRIES. MERCL ALSO EXPRESSED VIEW THAT PROCESS CONTROL EQUIPMENT WAS SUCH A BROAD CATEGORY AS TO MAKE IRRELEVANT ANY CONSIDERATIONS OF ALIGNMENT WITH THE FAIR PRODUCT THEME.

3. MERCL'S STATEMENTS REINFORCE EMBASSY CONTENTION (REFTEL A) THAT U.S. PARTICIPATION AT BRNO FAIR THIS YEAR WILL BE WELCOMED, EVEN EXPECTED, AS CONTINUATION OF BASIC U.S. TRADE PROMOTION PROGRAM IN CZECHOSLOVAKIA BEGUN FOUR YEARS AGO.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975PRAGUE00133  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 PRAGUE 0073  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** MorefiRH  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 22 SEP 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <22 SEP 2003 by SmithRJ>; APPROVED <25 Nov 2003 by MorefiRH>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** LIKELY EFFECTS OF LONG-GRAVEL AMENDMENT ON TRADE PROMOTION IN CZECHOSLOVAKIA  
**TAGS:** BEXP, CZ, US  
**To:** STATE COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006